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T. L. WILSON, VICE-PRES.
J. C. SWINDLE, SEC'Y.



DIRECTORS

W. H. LEWIS, TREAS.
E. N. MORROW, BUSINESS MGR.
JOHN A. SNIVELY

Dear Sir:

After investigating the Avon Everbear Orange Tree and its fruit, Mr. C. C. Commander, Manager Florence Villa Citrus Growers Association, said: "If there was never a box of oranges shipped from this variety out of season it is by far the most wonderful orange tree the world has ever known."

The affidavited fact that the parent tree had been in almost continuous bud, blossom and fruit bearing for eight years before knowledge of it became general, predicates the incalculable profit-making possibilities of a grove of these trees, and think what it will mean to you to know that if a killing frost comes and destroys the bloom, new bloom will come right along on Everbear Orange Trees and tardy maturity in this case will be a double blessing because it will mean getting into the market when other varieties are exhausted and prices soaring.

Has it not always been the dream of the citrus grower to have a year around dependable industry? And now that Florida growers stand at the open door of an era of wealth production, hard indeed to believe, the ones who abandon skepticism and take prompt steps to avail themselves of the tremendous golden profits to be made certain in the planting of this remarkable tree, will be the first to feel the solid satisfaction of a tripled income.

We hope to have a fairly large number of these trees ready for delivery next year, but the present indications are that only those whose orders reach us very early will be certain of getting their trees from the first year's lot.

Judging from the lively interest shown, throughout the citrus belt, in this new orange that promises such great betterment for growers, our first lot of trees will be greatly oversold. We advise our grower friends who do not wish to let their neighbors get the start of them, to order their reservations made immediately. Order blank is enclosed showing prices and full terms of sale. Promptness in ordering is especially urged.

Very truly yours,

EVERBEAR NURSERIES COMPANY, INC.

Manager.



The Fruit of the Avon Everbear Orange Tree is of the Valencia type — full flavored — large fruit, as here illustrated, — very juicy — high color — few seeds — little rag. Keeping qualities that surpass even the most exceptional records.

A Vast Rich Treasure Chest Unlocked to Florida Growers

Yesterday's Dream is To-day's Fact.

Orange trees that are not only heavy producers of highly prized fruit in season, but that go right along producing abundant crops both long after and long before crops of other types of oranges are shipped, will put the Florida citrus industry on a stable-sure-high profit basis, turning every acre that is planted to Avon Everbear Oranges into a veritable money machine for the owner.

A continuously coming-ripe crop in every stage of development from bud to box, in perpetual succession—this is the promise of the Avon Everbear Orange. The fulfillment is unequivocally assured. Buds, blossoms and 15 sizes of fruit from buckshot size to mature ripe 96's, have been picked from the parent tree on the same day.

The personnel of the Everbear Nurseries Company, Inc., comprises some of the most prominent capitalists and practical growers in south Florida. The officers of the company consist of the following, who, with other substantial business men, comprise the board of directors:

A. H. DeVane, President
T. L. Wilson, Vice-President
J. C. Swindel, Secretary
W. H. Lewis, Treasurer
E. N. Morrow, Business Manager
John A. Snively



Avon Everbear Orange

Telling the Astonishing Story of Nature's Most Beneficent Caprice

Solomon, in his wisdom, said "there is nothing new under the sun," but when we recall that even before his distant day the orange tree was known and that it has come down through the centuries obstinately clinging to its family habit of one crop a year, we are compelled to pause in amazement before an orange tree that is habituated to an unbroken continuity of bud, blossom and fruit throughout the year and throughout the years.

The invention of the telegraph, steam engine, typesetting machine, flying machine, automobile and submarine, all occupy illumined pages in world history, but the discovery of an orange tree that bestows its generous globes of glowing, juicy deliciousness continually and in an astounding disregard of seasons, writes a page of gleaming vividness—prophetic of unspeakable blessing for generations to come.

The lone progenitor of the race of financial-giant orange trees that will bring untold new wealth to Florida, was modestly working its miracle of continuously-coming-ripe fruit at Avon Park for practically eight years before a knowledge of its tremendously important place in citrus culture dawned upon Mr. R. L. Harris, a neighbor of the tree's owner, R. W. Swearingen. The owner had actually viewed this Nature magic for over seven years as though it were an everyday matter.

When, through Mr. Harris, the existence of this orange prodigy was made known, a number of

others set up claims to having everbearing oranges, but investigation showed that practically the only reliable instance was that of Mr. C. B. Pelton of Lake Helen, Fla., who really has an everbearing variety, but although of fine flavor and thin skin the fruit was exceedingly small, 75% of it being 250 size and smaller. It has been established beyond all doubt that the marvelous tree at Avon Park, now known as the Avon Everbear Orange, belongs to the same strain as Mr. Pelton's Long Everbearing, but through more than thirty years of interbudding the improvement in size and character of its fruit has been so great that the only positive means of identity left is the foliage.

The Avon Everbear Orange Tree comes as a harbinger of Florida's most glorious era—the vision made real, practical, workable. Picking, packing and shipping several times a year instead of, as for years, once, and that once a matter of gambling with Jack Frost.

The day is not far distant when the entire commercial and financial fabric of Florida will exhibit a marked change of pattern, because of the new wealth streams that will flow Floridaward in tribute to the wondrous fecundity of this noble tree. The first growers to plant Avon Everbear Orange Trees will be the earliest to command price, profit and prestige never before dreamed of in orange growing.

